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1. A method comprising:
transmitting content;
transmitting a first announcement including
connection information for said content; and
transmitting a second announcement including a
content description for said content.

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2. The method of claim 1 including transmitting said
first announcement after transmitting the second
announcement.

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3. The method of claim 2 including arranging said
content description with at least two levels of
granularity.

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4. The method of claim 3 including linking each of
said granularity levels to connection information for said
granularity.

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5. The method of claim 1 further including providing
a service identifier with said second announcement to link
with said first announcement.

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6. The method of claim 5 including specifying the
location of service in said connection information.

1 7. The method of claim 6 further including
2 transmitting ancillary information with said content.

1 8. The method of claim 2 further including providing
2 an identifier to link said first and second announcements.

1 9. The method of claim 1 wherein transmitting said
2 connection information includes transmitting a data program
3 guide.

1 10. An article comprising a medium for storing
2 instructions that cause a processor-based system to:
3 transmit content;
4 transmit a first announcement including
5 connection information for said content; and
6 transmit a second announcement including a
7 content description for said content.

1 11. The article of claim 10 further storing
2 instructions that cause a processor-based system to
3 transmit said first announcement after transmitting said
4 second announcement.

1 12. The article of claim 11 further storing
2 instructions that cause a processor-based system to arrange

3 said content description with at least two levels of
4 regularity.

1 13. The article of claim 11 further storing
2 instructions that cause a processor-based system to provide
3 an identifier to link said first and second announcements.

1 14. A method comprising:
2 receiving content;
3 receiving a first announcement including
4 connection information for said content;
5 receiving a second announcement including a
6 content description for said content; and
7 linking said first and second announcements to
8 one another.

1 15. The method of claim 14 wherein receiving said
2 second announcement includes receiving said second
3 announcement after said first announcement.

1 16. The method of claim 15 including identifying at
2 least two levels of granularity in said content
3 description.

1 17. The method of claim 16 including linking each of
2 said granularity levels to connection information for said
3 granularity.

1 18. The method of claim 14 including identifying a
2 service identifier with said second announcement to link to
3 said first announcement.

1 19. The method of claim 18 including identifying the
2 location of service in said connection information.

1 20. An article comprising a medium for storing
2 instructions that cause a processor-based system to:
3 receive content;
4 receive a first announcement including connection
5 information for said content;
6 receive a second announcement including a
7 connection description for said content; and
8 link said first and second announcements to one
9 another.

1 21. The article of claim 20 further storing
2 instructions that cause a processor-based system to receive
3 said second announcement after said first announcement.

1 22. The article of claim 21 further storing
2 instructions that cause a processor-based system to
3 identify at least two levels of granularity in said content
4 description.

1 23. The article of claim 22 further storing
2 instructions that cause a processor-based system to link
3 each of said granularity levels to connection information
4 for said granularity.

1 24. The article of claim 20 further storing
2 instructions that cause a processor-based system to
3 identify a service identifier with said second announcement
4 to link to said first announcement.

1 25. The article of claim 24 further storing
2 instructions that cause a processor-based system to
3 identify the location of service in said connection
4 information.

Sub A5 > 26. A processor-based system comprising:
2 a processor; and
3 a transmitter coupled to said processor to
4 transmit a first and second announcement and video content,
5 said first announcement including connection information

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6 for said content and said second announcement including a
7 content description for said content.

1 27. The system of claim 26 wherein said transmitter
2 transmits an identifier that may be used to link said first
3 and second announcements.

1 28. The system of claim 26 wherein said transmitter
2 transmits said second announcement before said first
3 announcement.

1 29. A processor-based system comprising:
2 a processor; and
3 a receiver coupled to said processor to link a
4 first with a second announcement, said first announcement
5 including connection information for video content and said
6 second announcement including a content description for
7 said content.

1 30. The system of claim 29 wherein said receiver
2 links said first and second announcements.